



andMOORE
studios

FELICIA A. MOORE

Graphic Designer & Marketer

A Creative designer with over 10 years of experience in developing innovative print and digital design assets for clients in broad range of industries, leading small teams, developing brand style guides, and developing marketing strategies that boost business.

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SKILLS

Digital Marketing

Email Marketing

- Constant Contact
- Mailchimp

Social Media Marketing

- Facebook
- LinkedIn
- Hootsuite
- Meta Business
- Instagram
- Twitter

Web Marketing

- General Web & UX Design
- Etsy
- Google Suites
- Pay-Per-Click

Programming Languages

- HTML
- Javascript
- CSS
- Python

Software

Adobe Creative Software including:

- Acrobat
- InDesign
- Aftereffects
- Lightroom
- Bridge
- Photoshop
- Dreamweaver
- Xd
- Illustrator

General Software:

- Esko Studio For Boxes
- Microsoft 365

Web Design & Development

- Squarespace
- Wix
- Weebly
- Wordpress

AFFILIATIONS

AIGA: American Institutes of Graphic Arts, 2013 - Present

AMA: American Marketing Association, 2007 - Present

EDUCATION

A.A.S: Graphic Design
College of DuPage, Glen Ellyn
2015 | GPA 3.85/4.0

B.A: Marketing & Mgmt.
The Illinois Institute of Art, Chicago
2009 | GPA: 3.6/ 4.0

INDUSTRY EXPERIENCE

Freelance Graphic Designer & Photographer | And Moore Studios

May 2007 - Present

- Crafting powerful designs that tell a story. Specialization in blending creativity and strategy to deliver unique, high-quality visuals that engage audiences and drive results.
- Researched trends and projected industry changes to capitalize on emerging opportunities.
- Implement customer feedback to improve project outcomes.

Art & Marketing Coordinator | Media Monkey Marketing & Consulting

April 2022 - April 2023

- Planned, developed and executed email marketing campaigns for major brands while increasing email open/click rates by 20% in a six months.
- Responsible for all legal communications and documentation to assure legal was followed precisely as instructed by all major corporations.
- Designed and executed a social media strategy for 3 brands on LinkedIn, Facebook, Instagram and Twitter platforms.
- Train and mentor new design staff creating an enriching experience for them to continue developing and thrive.
- Oversee content creation for all print and digital media, to ensure technical accuracy, brand compliance, and quality standards are met.
- Collaborate with the VP to conceptualize frameworks necessary to produce optimal promotional media.

Graphic Designer | Warwick Publishing

March 2017 - March 2022

- Collaborated with the marketing department to research new opportunities and create campaigns that increase engagement and drive business.
- Oversaw content creation for all print media to ensure technical accuracy, brand compliance, and assure only the highest standards were met. While simultaneously, performing all pre-press and color management duties.
- Lead in the ideation, research, development, proposals and product launch of new products.
- Supervised the digital press-room and responsible for the training of all incoming designers in software, machinery, and pre-press operations.

Educational Coordinator Volunteer | AIGA Chicago

October 2015 - May 2016

- Communicated, directed, and encouraged Chicagoland AIGA Student Groups to enhance involvement and participation.